

CONTRACT

Print Date 08/03/12

Page 1 of 2



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 488277 /		Alt Order # 06262665
Product AMERS FOR PROSPERITY		
Contract Dates 08/22/12 - 08/27/12		Estimate # 465
Advertiser Americans for Prosperity		Original Date / Revision 08/03/12 / 08/03/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 50+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/22/12	08/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	--111--	3			\$750.00				
N 2	KVVU	08/22/12	08/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$5,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	--111--	3			\$1,725.00				
N 3	KVVU	08/22/12	08/24/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	--111--	3			\$800.00				
N 4	KVVU	08/24/12	08/24/12	Bones	Fri 9p-10p		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	----2--	2			\$1,700.00				
N 5	KVVU	08/25/12	08/25/12	Criminal Minds	Sat 5-6p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	-----2-	2			\$225.00				
N 6	KVVU	08/25/12	08/25/12	MLB Regular Season	12-4p/4-7p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	-----2-	2			\$750.00				
N 7	KVVU	08/25/12	08/25/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	-----2-	2			\$950.00				
N 8	KVVU	08/26/12	08/26/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/20/12	08/26/12	-----1	1			\$300.00				
9	KVVU	08/27/12	08/27/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/27/12	09/02/12	1-----	1			\$750.00				
10	KVVU	08/27/12	08/27/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/27/12	09/02/12	1-----	1			\$1,725.00				
11	KVVU	08/27/12	08/27/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 488277 /		<u>Alt Order #</u> 06262665
<u>Product</u> AMERS FOR PROSPERITY		
<u>Contract Dates</u> 08/22/12 - 08/27/12		<u>Estimate #</u> 465
<u>Advertiser</u> Americans for Prosperity		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
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Towson, MD 21204

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	Week:	08/20/12	08/26/12	--111--				3	\$750.00			
N 2	KVVU	08/22/12	08/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$5,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	--111--				3	\$1,725.00			
N 3	KVVU	08/22/12	08/24/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	--111--				3	\$800.00			
N 4	KVVU	08/24/12	08/24/12	Bones	Fri 9p-10p		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	----2--				2	\$1,700.00			
N 5	KVVU	08/25/12	08/25/12	Criminal Minds	Sat 5-6p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	-----2-				2	\$225.00			
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	Week:	08/20/12	08/26/12	-----2-				2	\$950.00			
N 8	KVVU	08/26/12	08/26/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	-----1				1	\$300.00			
N 9	KVVU	08/27/12	08/27/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	1-----				1	\$750.00			
N 10	KVVU	08/27/12	08/27/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	1-----				1	\$1,725.00			
N 11	KVVU	08/27/12	08/27/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
488277 /	06262665

Contract Dates	Product	Estimate #
08/22/12 - 08/27/12	AMERS FOR PROSPER	465

Advertiser	Original Date / Revision
Americans for Prosperity	08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$800.00			
Totals											21	\$20,650.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	18	\$17,375.00	\$14,768.75
08/27/12 - 08/27/12	3	\$3,275.00	\$2,783.75
Totals	21	\$20,650.00	\$17,552.50

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6262665
*** ORIGINAL REV#0 ***

AUG3/12 11.50
*** KVVU-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS
2			1000P-1100P	30		\$1,725.00	8/22	8/24	3		W-F	3
PROGRAM : NEWS												
RA50+ : 4.0												
CON COM1: MAX 1X DAY												
3			1100P-1135P	30		\$800.00	8/22	8/24	3		W-F	3
PROGRAM : NEWS												
RA50+ : 2.0												
CON COM1: MAX 1X DAY												
4			900P-1000P	30		\$1,700.00	8/24	8/24	2		FRI	2
PROGRAM : BONES												
RA50+ : 3.0												
5			500P-600P	30		\$225.00	8/25	8/25	2		SAT	2
PROGRAM : CRIMINAL MINDS												
RA50+ : 4.0												
6			700P-1000P	30		\$750.00	8/25	8/25	2		SAT	2
PROGRAM : MLB												
RA50+ : 6.0												
7			1000P-1100P	30		\$950.00	8/25	8/25	2		SAT	2
PROGRAM : NEWS												
RA50+ : 3.0												
8			800A-900A	30		\$300.00	8/26	8/26	1		SUN	1
PROGRAM : NEWS												
RA50+ : 2.0												
9			700A-900A	30		\$750.00	8/27	8/27	1		MON	1
PROGRAM : NEWS												
RA50+ : 2.0												
10			1000P-1100P	30		\$1,725.00	8/27	8/27	1		MON	1
PROGRAM : NEWS												
RA50+ : 4.0												

1230-4p

